

Our Corporate Profile

Dinos Cecile Co., Ltd.

July 2020

Corporate Profile

Company Name	Dinos Cecile Co., Ltd.
Founded	December 1971
Established	March 1991
President	Jun-ichi Ishikawa
Main Offices	< Head Office > Nakano Sakaue Central Building, 2-46-2 Honcho, Nakano-ku, Tokyo, Japan, 164-0012 < Takamatsu Office > 545-3, Kanko-cho, Takamatsu-city, Kagawa, Japan, 760-0076
Contact	03-5353-1111
Capital	100 million yen
Number of Employees	1,169 (non-consolidated basis) 2,419 (consolidated basis) * As of March 31, 2020
Business	<ul style="list-style-type: none">● Mail-order Business (Catalog Mail-order, Online Retailing, TV Shopping, and Telemarketing)● Corporate Services (Wholesale and Advertisement Supports)● Other Business (Flowers Business, Insurance Agent, and Special Sales)
Sales	104.8 billion yen * For the fiscal year ended March 31, 2020
Shareholder	Fuji Media Holdings, Inc. (Wholly-owned subsidiary)

Mail-order Business

Dinos Cecile Co., Ltd. is the leading mail-order company in Japan. We develop two brands, which are “Dinos” & “Cecile”, and offer a wide range of products through catalogues and websites to meet the lifestyle needs of every our customer.

dinos

After the success as a TV shopping program which was a part of Fuji TV show in 1970, Dinos started its business on a full scale.

Dinos then expanded its business into mail-order market and started online retailing.

Making use of the strength as a part of a media holdings group and as a pioneer of mail-order business, Dinos has offered value-added products and services, and has been recognized as a brand which enriches the lives of our customers.

cecile

Cecile started a pantyhose business through mail-order at the beginning of 1970's, and then gradually expanded its business into a wide variety of fashion and lifestyle items, including ladies innerwear.

Cecile now offers more than 100,000 products.

Having earned a customer's trust over the years, Cecile has a loyal customer base of up to 15 million people. In addition to catalogues, Cecile also has websites and mobile apps, and is developing a multi-faceted retail business to meet the market demands.

Overseas Operations

The marketing ability of Dinos Cecile, which has been developed in the mail-order business in Japan for many years, has been growing remarkably in Asian market, particularly East Asia and South East Asia. Taking advantage of our product planning ability, we are working to expand our business overseas.

Our current overseas operations

<China>

Cecile's products are available in several cross border EC malls, such as "Tmall Global", "KAOLA" and "RED" in mainland China.

<Korea>

We have been maintaining a solid relationship for more than 7 years with "GS Home Shopping," which is the largest TV shopping network in South Korea. Cecile's license products are available through its network.

<Taiwan>

In 2010, local companies in Taiwan and Fuji Media Holdings, Inc., which is the parent company, established a joint venture, Fujiatetsu Multi Media Corp., operating the "Fujidinos" website and selling Dinos' products to Taiwan market.

<Philippines>

The first Cecile retail store opened in the Metropolitan Manila in 2015, and we have 8 stores in Philippines, as of July, 2020.

These stores sell Cecile's undergarments which are both imported and produced locally under licensing agreement.



<China> "T-mall Global CECILE"



<Korea> "GS Home Shopping"

Offices and Sites

Main Offices

Head quarters

Nakano Sakaue Central Building, 2-46-2 Honcho,
Nakano-ku, Tokyo, Japan, 164-0012

Takamatsu Office

545-3, Kanko-cho, Takamatsu-city, Kagawa, Japan, 760-0076

Call Centers

Dinos heart call center

Nakano Sakaue Central Building, 2-46-2, Honcho,
Nakano-ku, Tokyo, Japan, 164-0012

Okinawa contact center

14-12, Suzaki, Uruma-city, Okinawa, Japan, 904-2234

Shido contact center

Cecile Shido Logistics Center, 4259-1, Kamosho,
Sanuki-city, Kagawa, Japan, 769-2102

Sapporo contact center

Imon Sapporo Park Front Building, 7-1-1, Odori-nishi,
Chuo-ku, Sapporo-city, Hokkaido, Japan, 060-0042

Distribution Centers

Dinos logistics center Tokyo

2-1-6, Oyamagaoka, Machida-city, Tokyo, Japan, 194-0215

Cecile Shido logistics center

4259-1, Kamosho, Sanuki-city, Kagawa, Japan, 769-2102

Overseas Bases

賽詩麗商貿 (Shanghai), Inc.

YongRong International Center Room 9E, 2535 Hongqiao Rd,
Shanghai, 200336, China

Dinos Cecile Co., Ltd Seoul Branch Office

Room E-314, Dangsan SK V1 Center, 11,
Dangsan-ro 41-gil Yeongdeungpo-gu, Seoul, Korea

Dinos Cecile Co., Ltd Taipei Branch Office

12F, No.132, Sec.2, Nanjing E. Rd., Taipei City 104, Taiwan (R.O.C)

Group Companies



Company Name Cecile Business & Staffing Co., Ltd.
Founded April 16, 2003 (became a joint-stock corporation on July 1, 2006 and changed name from Cecile Enterprise Co., Ltd.)
Location 545-3 Kanko-cho, Takamatsu-city, Kagawa
Representative Keisuke Okada (President)
Capital 50 million yen
Business Staff placement service, Employment placement, Contracting, Outsourcing, System-related services, Buying and selling of second-hand and artistic items, Real estate management
Contact TEL:(087)835-4020 FAX:(087)835-4021

Dinos Cecile Communications Co.,Ltd.

Company Name Cecile Communications Co., Ltd.
Founded July 1, 2006
Location 14-12 suzaki, Uruma-city, Okinawa
Representative Takehide Kinjo (President)
Capital 50 million yen
Business Planning, implementation and operation of contact center & telemarketing
Contact TEL:(098)993-1111 FAX:(098)993-1133

赛诗丽商贸（上海）有限公司

Company Name Cecile (Shanghai) Co., Ltd.
Founded August 29, 2008
Location YongRong International Center Room 9E, 2535 Hongqiao Rd, Shanghai, 200336, China
Representative Keisuke Okada (President)
Capital 100 million yen
Business Wholesale, import and export of apparel, everyday items, furniture, beauty and health products, household products, home appliances, etc
Contact TEL:010-86-21-6218-7111 FAX:010-86-21-6218-7717